

Customer Response & Customer Outreach

CEC Workshop on the
July 2006 California Heat Storm

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August 29, 2006

Heat Storm -- Customer Outreach

- Almost 800,000 calls were handled in the last six days of the heat wave
- Over 125,000 automated outbound calls were made to customers where PG&E crews were replacing overloaded equipment to proactively let them know of short duration outages to upgrade their service.
- Specialized call routing was enabled for those customers in the hardest hit areas to get them to a customer service representative as quickly as possible.
- Customer service representatives made outbound calls to customers that were out more than 72 hours, offering our personal apologies and explanations for their outages, aiding them with obtaining PG&E claim forms, and addressing their concerns.

Heat Storm -- Customer Outreach

- To relieve load, appeals for immediate and prolonged conservation measures were made to customers through:
 - The media
 - By personal and automated phone calls to thousands of businesses by account managers
 - Through e-mail appeals to businesses.
- A centerpiece of these appeals were the measures that PG&E was taking (setting thermostats to 80 degrees, reducing lighting, etc).

Heat Storm -- Customer Response

- Thousands of businesses are known to have responded to these appeals, many in extraordinary ways. A few examples:
 - Hanson Cement shut down 16 MW of production
 - BART saved 5-7 MW by slowing trains
 - SF Airport saved 3-5 MW by shutting down moving sidewalks, adjusting lighting and making continuing appeals within the facility to save energy.
- This voluntary conservation by customers helped to reduce demand. Perhaps 1,000 MW statewide, and 500 MW for PG&E was shaved off the peak by these customer measures. Some local outages were likely avoided, as well.

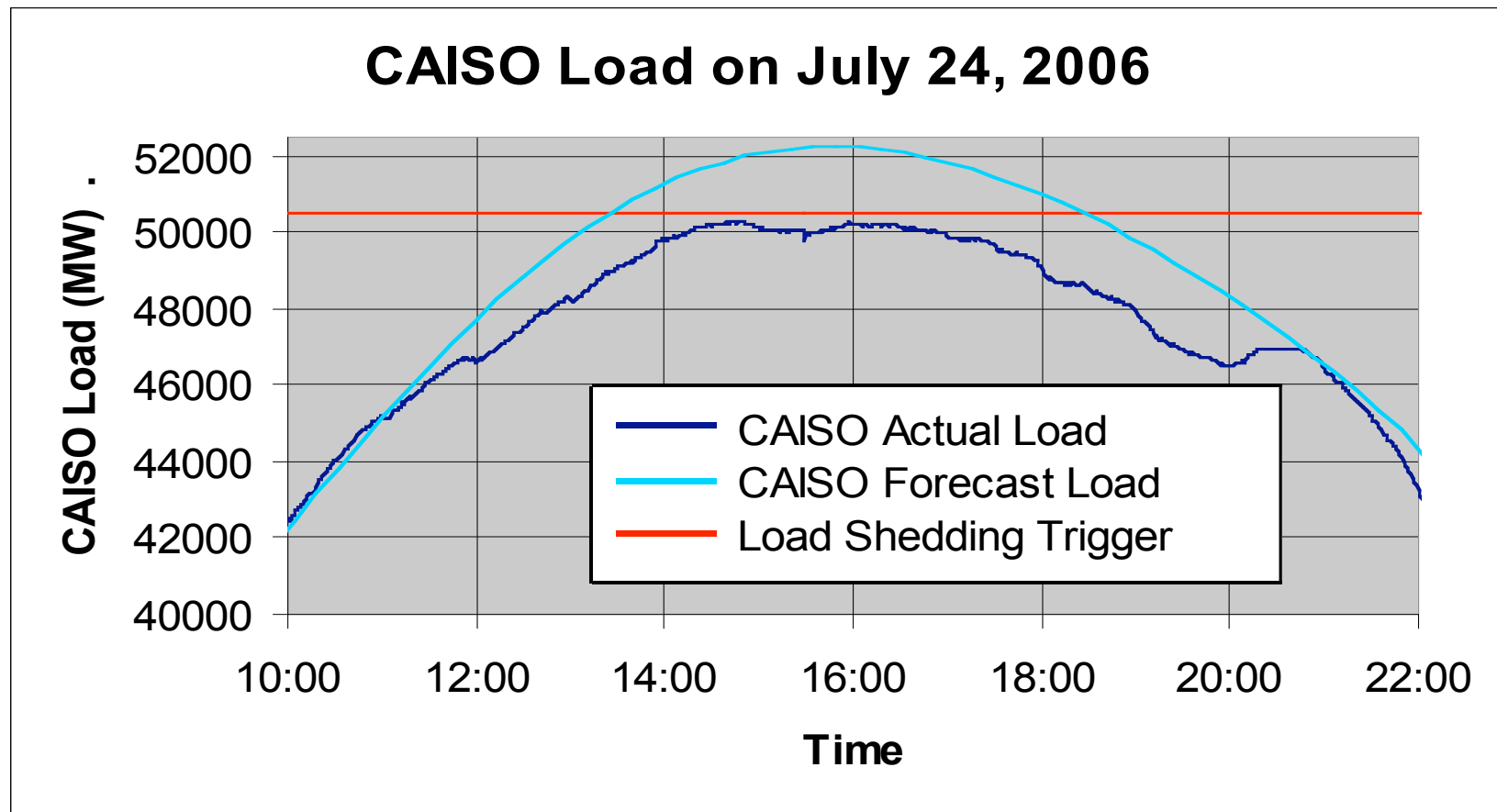
Heat Storm -- CAISO Actions

■ 7/24/06

- 10:00 -- Stage 1 declared
- 13:00 – Stage 2 declared
- 14:30 – Curtailment of Non-Firm and BIP customers ordered

■ Customers responded and the load never reached the forecast...

Heat Storm -- Customer Response



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Heat Storm Customer Acknowledgement

- PG&E published two-page advertisements acknowledging a list of about 1,000 businesses that agreed to the use of their name in these “thank you” communications
- Ads appeared the week of August 6 in the:
 - San Francisco, Fresno, and Sacramento Business Journals the week of August
 - Silicon Valley and East Bay Business Times

Thank you message to business customers

**Thank you
for partnering
with us to
conserve energy
during the
heat wave.**

Your efforts to conserve energy helped to reduce the strain on the system, preventing further outages and helping us concentrate on those who had already lost power.

What we experienced was an unprecedented situation. Over 1,000,000 homes and businesses lost power.

We understand that the circumstances put a burden on you and your business.

To minimize that burden, our crews went to work right away, repairing outages around the clock and in extremely hot conditions.

In the hardest hit areas, we brought in additional crews to get the problems fixed.

Your patience throughout and after the heat wave has been greatly appreciated.

From all 20,000 men and women of PG&E, we're proud to serve you and your business.

Thank you.

August 29, 2006



Heat Storm – Preventative Actions

- Steps are being taken to ensure that an event like this doesn't happen again.
 - During restoration:
 - New higher capacity transformers installed at certain locations.
 - Post event:
 - Thorough analysis of policies, standards, systems, procedures and practices
 - Changes aimed at hardening our system against the impacts of storm related outages for the benefit of our customers.